

DD/M&S 74-2777

25 JUL 1974

Mr. Leonard Garment  
Assistant to the President  
The White House  
Washington, D. C. 20500

Dear Mr. Garment:

Thank you for your letter of 9 July 1974 to the Director. He and his Deputy, Lieutenant General Vernon A. Walters, regret that they will be unable to attend the special briefing of 31 July 1974 relating to the Federal Design Improvement Program.

[REDACTED] Chairman, Fine Arts Commission, and I, are the appropriate Agency officials to attend the session in the Executive Briefing Room at 2:30 p.m. on 31 July 1974. Mr. [REDACTED] is responsible for guiding the environmental policy of the Agency, particularly as it relates to office design and layout. As Deputy Director for Management and Services, I am responsible for technical and administrative support to the Agency, which also encompasses the areas of architecture and graphics.

If there are any questions in connection with this matter, I can be contacted in Room 7D 26, IDS Code 143, extension [REDACTED]

Sincerely,

/s/John F. Blake

John F. Blake  
Deputy Director  
for  
Management and Services

EO-DD/M&S [REDACTED] kmg (24 Jul 74)

Distribution.

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THE WHITE HOUSE

WASHINGTON

July 9, 1974

MEMORANDUM FOR:

AGENCY HEADS

FROM:

LEONARD GARMENT  
ASSISTANT TO THE PRESIDENT

SUBJECT:

Federal Design Improvement Program

In accordance with the President's memorandum of July 9, 1974 each of you is requested:

A. To designate one of your senior associates of at least Assistant Secretary rank to serve as your Agency's liaison officer for the Federal Design Improvement Program. That officer's first responsibility will be to compile an invitation list of your Agency's representatives to attend the Second Federal Design Assembly, September 11-12, 1974 in Washington, D. C. By July 16, please have your liaison officer call the National Endowment for the Arts (382-6841) for more specific instructions.

*Phone  
Call  
made  
16 July*

STATINTL

B. To attend a special briefing for Agency Heads in the Executive Briefing Room of the White House (Room 450 EOB) at 2:30 p.m. on July 31, 1974. You are asked to bring your designated liaison officer with you at that time. Some members of the press will also be present.

*Aug 1*  
cc: The Chairman, Civil Service Commission

THE WHITE HOUSE

WASHINGTON

July 9, 1974

MEMORANDUM TO THE HEADS OF DEPARTMENTS AND AGENCIES

The Federal Design Improvement Program, initiated by this Administration, is two years old, and I am encouraged with the progress made to date. The long-range success of this effort depends in large part on your personal understanding of the program's goals and its benefits to the nation, and on your Department's continuing and institutional follow-through on the program's objectives.

To help assure that follow-through, I have asked Leonard Garment to send each of you a memorandum with some further instructions to ensure an effective implementation of this program.

As I said in my message of May 1972, the Federal Government has a major role to play in encouraging standards of design excellence. To promote these standards, four specific efforts are underway:

- an annual Design Assembly for Federal administrators
- a review and expansion of the "1962 Guiding Principles for Federal Architecture"
- a Federal Graphics Improvement Program
- a Civil Service Commission review of current recruiting and rating procedures for design professionals.

I believe the Federal Design Improvement Program deserves attention at the highest levels of government because effective Federal design can improve the efficiency and effectiveness of all agencies. As we approach the Bicentennial, I would like to see the Federal Government reflect the highest standards of design excellence in all its programs.



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NATIONAL  
ENDOWMENT  
FOR  
THE ARTS

WASHINGTON  
D.C. 20506



A Federal agency advised by the  
National Council on the Arts

TO : AGENCY LIAISONS  
FEDERAL DESIGN IMPROVEMENT PROGRAM

FROM: NANCY HANKS   
CHAIRMAN  
NATIONAL ENDOWMENT FOR THE ARTS

RE : YOUR AGENCY'S INVITATION LIST FOR  
THE SECOND FEDERAL DESIGN ASSEMBLY

In response to President Nixon's July 9, 1974 Memorandum to Heads of Departments and Agencies (copy attached), you have been asked to serve as your agency's liaison for the Federal Design Improvement Program.

A White House briefing on this program will be held July 31 to provide you and your agency head with a full background on the design initiatives and their progress.

Between now and the July briefing, the President has requested that you compile your agency's invitation list for the Second Federal Design Assembly to be convened September 11 and 12, 1974 at Arena Stage in Southwest Washington, D.C. To assist your compilation, I would like you to know more about the Assembly's objectives.

The Design Assembly is one of the major elements comprising the Federal Design Improvement Program. Its purposes are: 1) to enhance Federal administrators' understanding of how design can serve as an effective management tool by saving time, money and improving communication; and 2) to discuss how agencies can contribute to design excellence in the Federal Government.

Accordingly, the Assembly's target audience is senior and mid-level Federal administrators responsible for policy decisions affecting the design and execution of your agency's 1) construction activities; 2) office interiors and public

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spaces; 3) publications and other visual communications --- exhibits, films, posters, stationery; and 4) landscape architecture and environmental planning. These officials include administrative, budget, planning, procurement and public information officers, design supervisors and selected designers.

I would like the names of 5 officials from your agency representing the categories above to receive invitations to the Second Federal Design Assembly. The Assembly's theme, "The Design Reality," and program are explained in the enclosed complimentary invitation. It promises to be a stimulating and informative two-day event.

By July 31, please send your invitation list to:

Lani Lattin  
Coordinator  
Second Federal Design Assembly  
806 15th Street, NW, Room 1107  
Washington, D.C. 20506

If you wish more information, please do not hesitate to call Miss Lattin at 382-6841.

The success of the Federal Design Improvement Program depends on Federal administrators' understanding of how their agencies can benefit from design. Their attendance at the Second Federal Design Assembly will provide them the opportunity to learn about these benefits.

I appreciate your assistance and cooperation.

Enclosures

THE WHITE HOUSE  
WASHINGTON

July 9, 1974

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